

CUSTOMER EXPERIENCE



Creating Value At Every Touchpoint



VENTURE DESIGN
TOOLKIT

IDEO



Helps you answer:

What is your product or service? / How will you get customers? /
What experiences deliver on your value proposition? / How does
your offering make people feel? / What are the defining moments of
the experience? / What are the key touchpoints customers will have
with your venture?



CUSTOMER EXPERIENCE IS A BIG TOPIC.

Each and every interaction between your business and your customer is an opportunity to deliver on **your promise**.



THE HEART OF THE EXPERIENCE IS YOUR PRODUCT OR SERVICE.

This is your **offering**. It's what your venture is
in the business of **making** and **delivering** to
customers.



*Although your **offering** is what your customers are buying, how they **experience** your offering extends beyond the products and services themselves.*



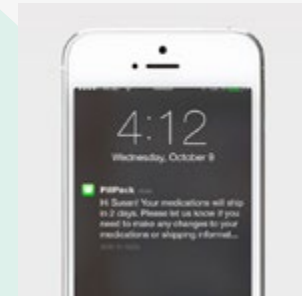
*Your customers' **interface** with that product or service is the **experience**.*



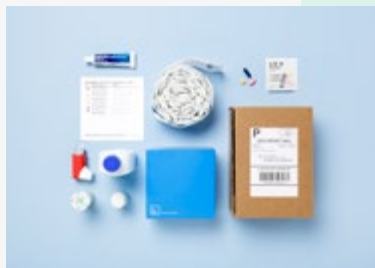
*Although your experience extends beyond just your product or service, your **offering** is really what your customers are buying. Your customers' **interface** with that product or service is the experience.*

EXAMPLE: PILLPACK

The Experience



Offering
*Medication Packaged &
Delivered To You, And
Pharmacy Services*





*Each and every interaction customers have with your business is an opportunity to deliver on the **promise** you made about your product or service.*

PROMISE: MEDICATION SIMPLIFIED.

PillPack is a full-service pharmacy that delivers a better, simpler experience.

PHYSICAL



DIGITAL



INTERPERSONAL

ON-DEMAND CARE TEAM

Pharmacists that are there when you need them

Our pharmacy team is standing by to help with any questions or concerns. If it's urgent call us, otherwise start a chat online or send us an email.

[MEET THE PHARMACISTS](#)





IF YOUR EXPERIENCE IS AMAZING, YOU MAY BE ABLE TO COMPETE ON THAT ALONE.

You don't necessarily need to have new-to-the world IP or a unique business model. A great experience is hard to protect, but can also be difficult for others to copy.

EXAMPLES OF BRANDS THAT COMPETE ON EXPERIENCE +HOW THEY MAKE PEOPLE FEEL:



- Like a regular person (not a sick one)
- Calm
- In control, on top of their meds
- Cared for



- Like a rockstar
- Special / VIP
- “In the know”



SIMPLIFYING THE EXPERIENCE OF TAKING MULTIPLE MEDICATIONS



- Physical experience - intuitive and straightforward
- Digital experience - simple with details beneath the surface
- Interpersonal experience - optimized operations (robotics) frees up knowledgeable staff to focus on service



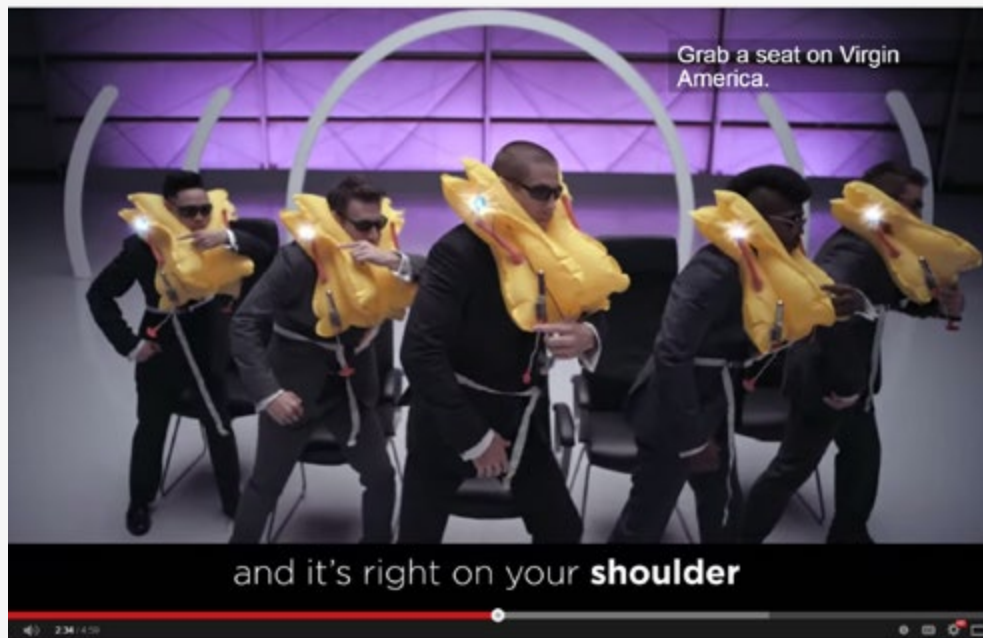


A LIFESTYLE BRAND WITH EXTREME LOYALISTS



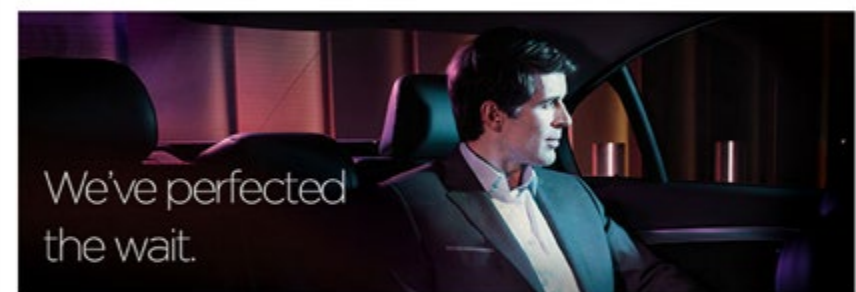
- Physical experience - spaces like clubs, comfortable
- Digital experience - unexpected, modern and fun
- Interpersonal experience - excellent, non-stuffy service

In-Flight Safety (Music) Video



Airport Lounges

Our Clubhouses



There's nowhere else like it

With amazing food, fantastic facilities and a chilled out atmosphere, our Clubhouses feel like a private members club – with service to match. Reserved for



WHO ELSE?

Can you think of some other businesses
and brands that compete by having a better
product or service experience?



*The experience you're designing includes and surrounds your core product or service. It's how you deliver on the **promise** you made across the following:*

BRAND POSITIONING

What's different about you
Your personality, values, what you stand for

TOUCHPOINTS & CHANNELS

The holistic system of all digital, physical & interpersonal interactions

JOURNEY & DEFINING MOMENTS

What you do to get and keep customers
How you make people feel while using your product or service?



HOW ARE YOU DIFFERENT? WHAT DO YOU STAND FOR? WHAT DO YOU VALUE?

BRAND POSITIONING is your strategy for how you want potential customers to perceive you - and ultimately, choose you.



Designing an end-to-end experience brings your brand and promise to life in a unified way across multiple dimensions:

INSPIRATION

What brands could you look to for inspiration that have a similar experience or promise? List some brands - and think outside your industry!

example: PillPack

Zappos
(service)

Apple
(aesthetic, product design)

Warby Parker
(business model, brand)

PERSONALITY

What does the tone, character, voice of the brand sound like? Describe the personality as if it were a person.

We are friendly, credible experts

We care about your health

We believe in a better way

MESSAGE

What headlines could live on the website or in an advertisement? How could your brand name reflect the experience?

Never go to the drugstore again

Your medicine on your terms

... etc.

VISUAL IDENTITY

What colors might make sense? What other visual elements are recognizable (like a logo)?

Clean, simple colors are calming - blue w/accents

Humans in white coats show credibility

Signature Blue and white.



IT'S ABOUT WHAT YOU DO TO GET AND KEEP CUSTOMERS AND HOW YOU MAKE PEOPLE FEEL WITH EACH INTERACTION

Your job is to take people on an intentionally
designed **journey** with key **defining
moments**.



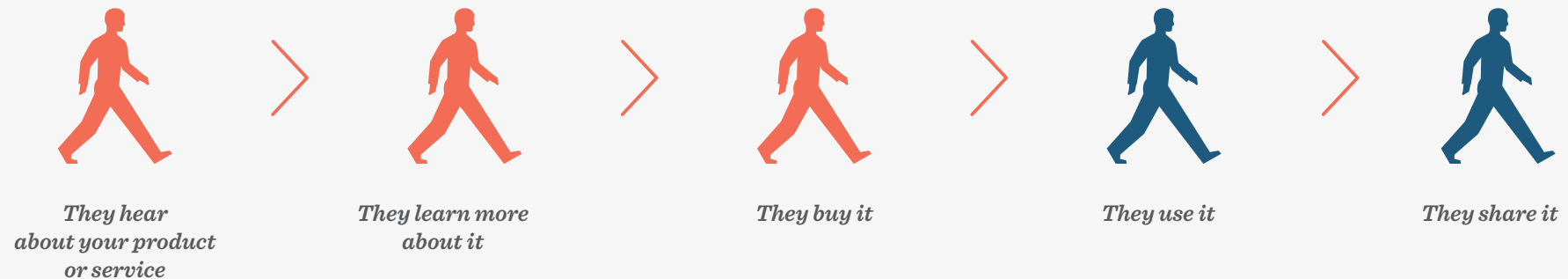
*The **journey** begins with your very first interaction and continues to when they become a valuable customer.*



Each **touchpoint** in your relationship with them should be considered and designed.



*Experience design includes moments for **acquiring** and **retaining** customers.*



ACQUISITION / GETTING NEW CUSTOMER

- How will you get customers?
- Where can potential customers find and purchase your offering?
- How and why will customers try it for the first time?
- Why will they choose it over other options?
- How will people recognize your brand? What do you look like, sound like, feel like?

RETENTION / KEEPING CUSTOMERS


- What are the defining moments of the experience?
- How does your offering make people feel?
- How will you fit into customers' lives on an ongoing basis?
- What does ongoing use look like?
- How will you retain customers?
- What will your customers tell others about the experience?

EXAMPLE: UBER



They hear
about it

Uber uses word of mouth, online ads, email marketing, referral discount codes, and special promotions to tell people about the service



UBER

RIDE FREE WITH UBER

SIGN UP WITH CODE

HLCB14

uber.com/go/HLCB14

FOR \$20 OFF YOUR FIRST 2 UBER RIDES

WHAT IS UBER? Uber is an app that connects you with a driver at the push of a button. Track the arrival of your ride, payment is cashless, and you'll even receive a text message when your driver arrives.

- 1 DOWNLOAD THE APP AND ENTER THE CODE
- 2 REQUEST A RIDE AND HOP IN!

NEW USERS ONLY. NOT VALID ON TAXI.

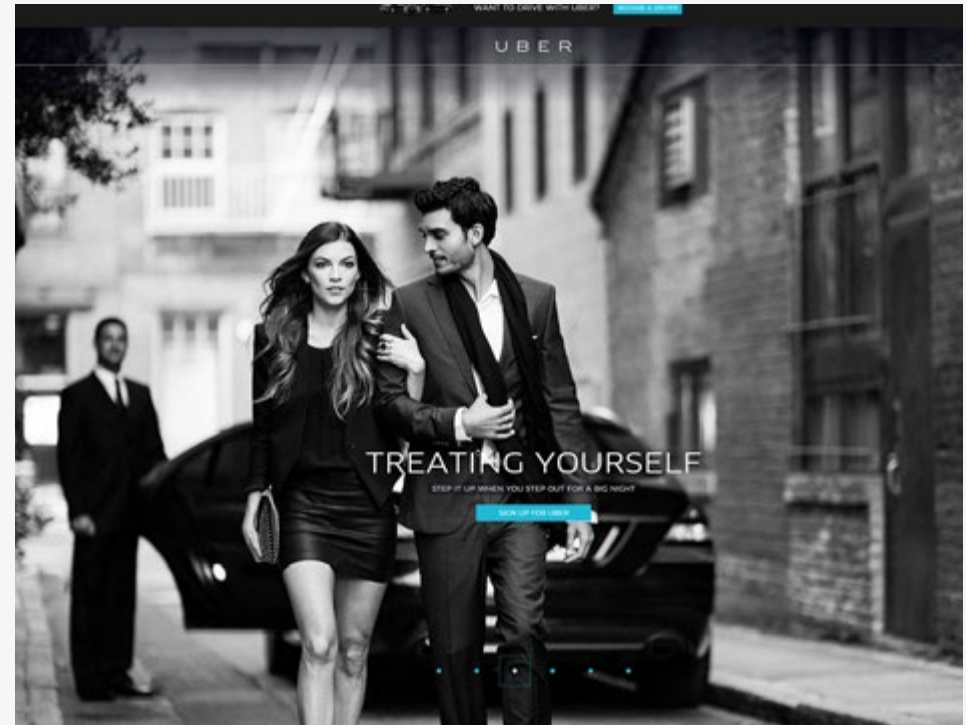
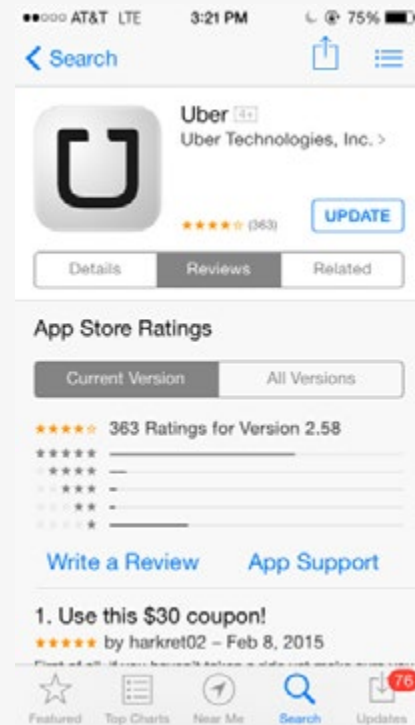
Available on the App Store | ANDROID APP ON Google play

EXAMPLE: UBER



They learn
more

People can learn more by experiencing it with another rider, app store reviews, or learning more on Uber's website.

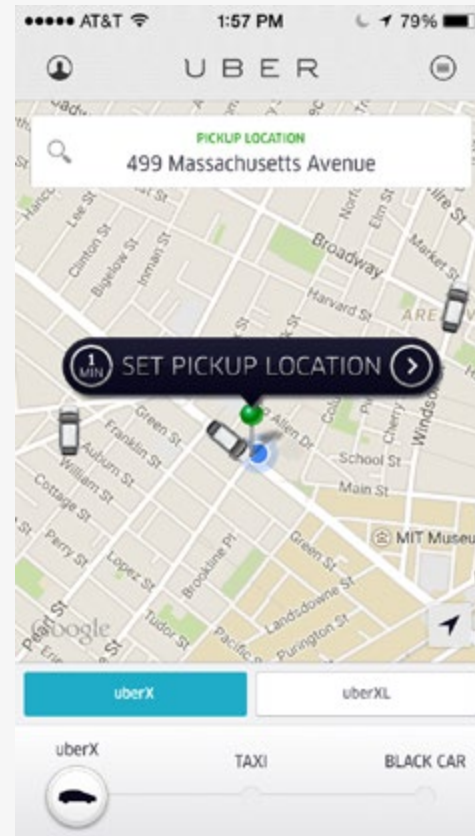


EXAMPLE: UBER



They buy it

To buy, people download the app and activate their service with credit card info - often to request their first pickup.



EXAMPLE: UBER



They use it

Use is from someone's first ride and receipt, all the way to regular use - and trying new Uber services.

UBER

NOVEMBER 18, 2014

\$14.94

Thanks for choosing Uber, Fran

10:12pm

299 Massachusetts Avenue, Boston, MA

10:21pm

10 Saint Paul Street, Brookline, MA

CAR

MILES

TRIP TIME

uberX

2.26

00:09:10

FARE BREAKDOWN

Base Fare	2.00
Distance	2.71
Time	1.93
Normal Fare	\$6.64
Surge x2.1	7.30
Subtotal	\$13.94
Safe Rides Fee (?)	1.00
CHARGED	
Personal **** 5607	\$14.94

You rode with Cristian

NEW YORK

SUMMER, DELIVERED –
POWERED BY UBERRUSH

JUNE 4, 2014
POSTED BY DANIELLE

It's the most wonderful time of the year! No, not that one – the warmer one! Summer is technically almost here, so it's time to stock up on long-weekend, outdoor soiree, and summer Friday essentials. To help you kick off the season in style, we've partnered with some of our favorite brands to offer you **same-day delivery** of your summertime must-haves on June 5th and 6th, powered by **UberRUSH**.

Receive same-day delivery powered by UberRUSH

On June 5 and 6, your purchase will be delivered via UberRUSH when you select same-day delivery upon checkout.

RENT THE RUNWAY

Select the **perfect designer outfit** for tonight's party. Make sure to use code **UBERRUSH14** at checkout.

SUITSUPPLY

Dress to impress for all of your summertime events.

BIRCHBOX

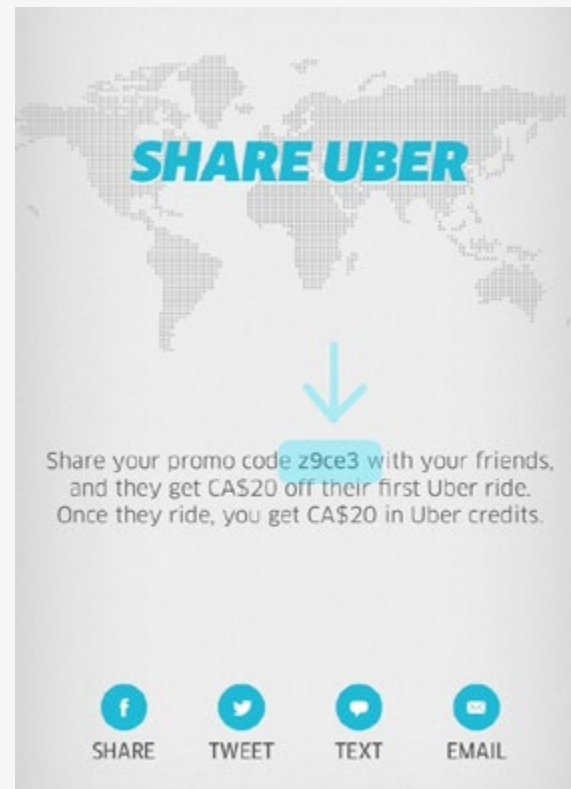
Shop men's and women's **Summer Escape Essentials** before your weekend getaway.

EXAMPLE: UBER



They share it

Through referral codes, reviews, or sharing a ride with a friend, they share their Uber experience.





Also consider what your team needs to do to **provide and support** that experience.



*They hear
about your product
or service*

*They learn more
about it*

They buy it

They use it

They share it

How can your message be deployed so people hear it and it resonates?

What should you be communicating to potential customers?

How do you celebrate a new customer?
What do they need to get started?

What helps it run smoothly? What can you do behind the scenes to unlock a magic moment?

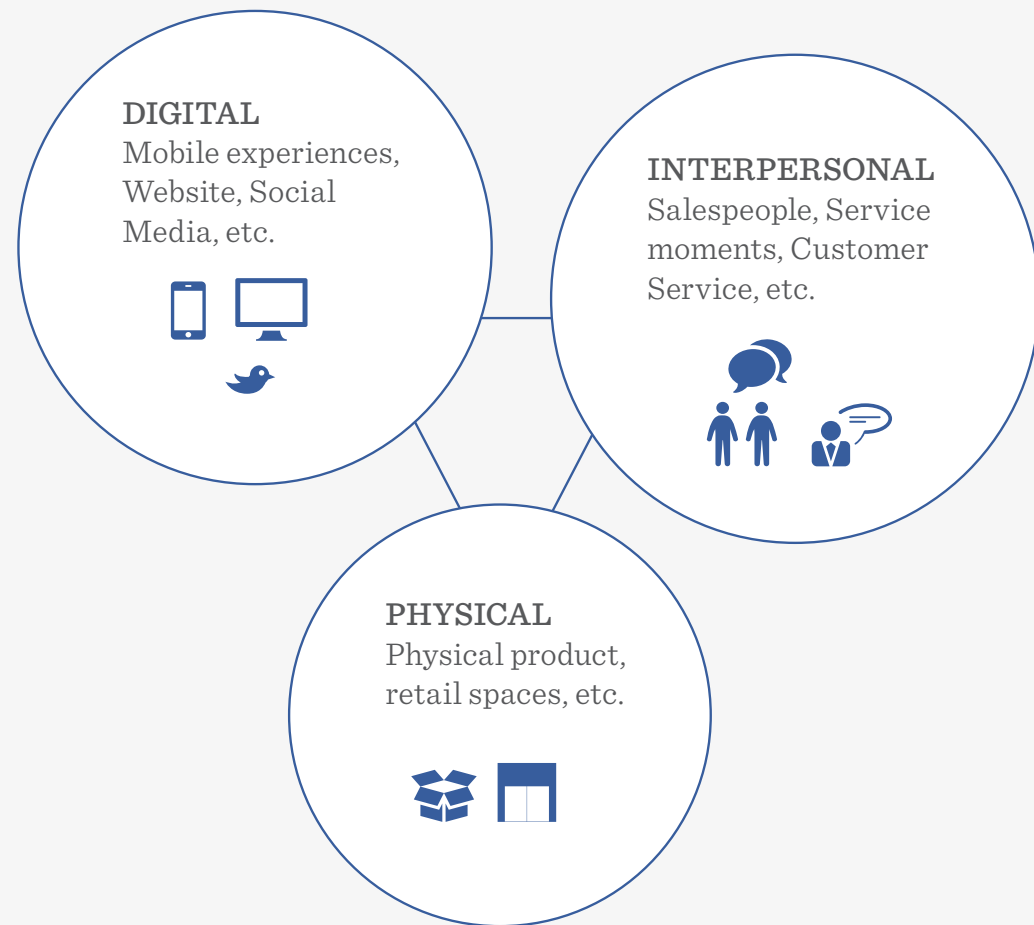
What tools are you giving customers to share their experience? Where do you exist in their world?

What things invisible to your customers are going on behind the scenes?

A HOLISTIC SYSTEM OF TOUCHPOINTS DELIVERS A SEAMLESS EXPERIENCE.



How do all the touchpoints in your customers' journey break down across channels?





WHAT ARE THE MOMENTS THAT STAND OUT? WHAT WILL PEOPLE TALK ABOUT?

Remember that your business, from customers' perspective, is a **series of experiences over time**. You're taking them on a **journey** with key **defining moments**.



LET'S DO!

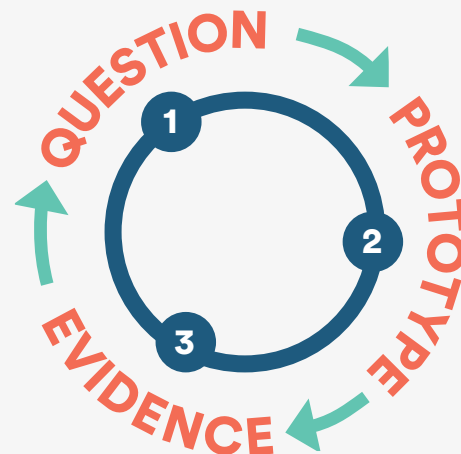
Now that you've learned more, take a shot at answering these questions:

What is your product or service? / How will you get customers? /

What experiences deliver on your value proposition? / How does your offering make people feel? / What are the defining moments of the experience? / What are the key touchpoints customers will have with your venture?

FOR QUESTIONS YOU STILL NEED TO ANSWER OR ASSUMPTIONS YOU NEED TO PROVE,

- What will you make / prototype?
- What evidence can you get?





WHAT'S NEXT?

DO

DEFINING MOMENTS

Which key aspects of your venture are most critical to a compelling experience?

JOURNEY STORYBOARD

What are the most important moments of your customer journey?

EXPERIENCE MAP

How will you design a holistic and connected physical, digital and interpersonal experience?

LEARN

MARKETING & SELLING

GETTING YOUR FIRST CUSTOMERS

How will you design the first few touchpoints people have with your venture?

BRAND

BUILDING A DISTINCT BRAND FOR YOUR VENTURE

How does your brand show up across the experience?

LEARN

YOUR PROMISE

COMMUNICATING YOUR VENTURE'S VALUE

How will you translate your promise to touchpoints along the experience?

Other Resources

ARTICLE

PILLPACK IS THE PHARMACY OF THE FUTURE

BY BRAD MERRILL ON VENTUREBREAK.COM

How PillPack's experience is disrupting the pharmacy industry.

VIDEO

WARBY PARKER'S DISRUPTION

BY NEIL BLUMENTHAL ON INC.COM

Founder Neil Blumenthal discusses the strategy behind the disruptive customer experience (and other videos!).